

JAZZ SOUTH - WEBSITE DESIGN AND DEVELOPMENT BRIEF

Turner Sims invites tenders from web designers/developers to undertake the work for the Jazz South project outlined in this brief and under the given conditions.

This Website brief is issued in parallel with a Jazz South brief for Design and branding. Jazz South is content to accept separate proposals for each brief but also can accept joint proposals to cover both briefs from designers with the appropriate skills.

Jazz South

Turner Sims Southampton has been awarded funding from Arts Council England's Ambition for Excellence scheme for the development of Jazz South, an ambitious 3-year programme that will support and develop artistic talent, build quality in jazz practice, grow diverse audiences and develop a network of contacts and a regional jazz identity across South East and South West England.

The extent of the region to be covered and a summary of the key elements of the Jazz South 3-year programme are outlined in the document appended to this brief.

Purpose of the Website

Although Jazz South is a Turner Sims initiative and Turner Sims hosts the administration and leads on the overall management of the project, it is intended that Jazz South has its own separate identity and is concerned with jazz development work across the region. The website and all design and branding for all aspects of Jazz South and its programme will therefore be independent and discrete, relating to the region's jazz sector and Jazz South's programme of work.

Jazz South will have a main Jazz South identity and a suite of visual designs which link the main identity with the identity of specific strands of the programme on which Jazz South will concentrate over the 3 years of the project. Refer to the Design brief for the details of these.

The developer will liaise with Jazz South's contracted Design and branding designer and receive and use all necessary information, images/logos and design files which they will supply.

The website should be designed to be optimised for mobile phone as well as computer and tablet use.

Target groups for the website

Jazz South is a programme that is designed to connect people active within and around the jazz sector and to support and provide opportunities for musicians (at all levels: from encouraging beginners to mentoring emerging talent to acknowledging seasoned

professionals); m to support and help the development of promoters and festivals; and to contribute to the growth and development of jazz education and training, again at all levels.

The key audience for Jazz South and its website will therefore be a wide range of the active participants in the sector, as described above. These will be across all age ranges – from teenage aspiring musicians to retirement-age voluntary promoters. The scope will cover volunteer and not-for-profit organisers as well as professional and commercial operators.

Jazz South will also provide a reference point for organisations and people outside the immediate jazz sector – e.g. funders, local authorities and other public bodies, other music and arts interests etc.

Although Jazz South will not be a direct promoter of music (i.e. not itself promoting and marketing concerts or tours etc), audiences and the general public will also come into contact with the Jazz South brand through associations with its projects (e.g. bands on tour with the support of Platform South or JS Commissions) or references and acknowledgements via partners and collaborators.

Qualities and values

As with the brief for Design and branding, the website for Jazz South should reflect an ethos that is:

Contemporary
Inclusive
Diverse
Upbeat
Forward-looking
Confident
Positive

Jazz South's identity via the website and Design should reflect the contemporary and wide-ranging nature of the jazz scene and the diversity of the people, music and organisations involved. In contrast it must avoid jazz clichés, stereotypes, or any kind of narrow geeky interests and obscure references.

Website management

The information contained by the website will be managed and content added by a small group of people – the Jazz South Manager and two Jazz South Interns (these Interns will be appointed annually from University of Southampton students). All three will have limited time for website activity and therefore the site should be

- a) easy to operate for all Jazz South personnel
- b) sufficiently simple in terms of the limited volume of content it will carry, especially in the early stages of Jazz South.

The developer should provide templates and instructions for the addition and manipulation of content.

Content

The site will require short descriptive texts and straplines for each of the sections. These will vary and be expanded upon over time but to begin the various sections will be basic in terms of content. The required text will be discussed with the developer and drafted by a member of the Jazz South team.

Visual images will be required and, to begin, Jazz South's supply of these will be limited in scope. Ideally the site should not use stock images but anonymous images might be necessary before Jazz South's various programmes are underway and able to involve a range of named people and organisations.

As Jazz South's programme develops it will be necessary to feature an increasing number of images and video clips. It will also be necessary to feature links throughout to other people and organisation's websites, social media sites and their audio and video sites (e.g. Soundcloud and YouTube).

Jazz South's identity via the website and Design should reflect the contemporary and wide-ranging nature of the jazz scene and the diversity of the people, music and organisations involved. In contrast it must avoid jazz clichés, stereotypes, or any kind of narrow geeky interests and obscure references.

Website sections

The website will be designed to carry text and visuals on the various strands of Jazz South activity (see below). It will provide permanent links to Jazz South's Twitter, Facebook and LinkedIn accounts – and possibly others in due course.

There will need to be sections on:

'Home' with the visual identity and a strapline

'About' – brief outline of Jazz South's overall remit and programme. This could also feature the map of the Jazz South region (see below).

'Contact Us' - including the option to 'Sign Up' for Jazz South email info and a link to a Jazz South Privacy Policy

'News' (or news feature on the 'Home' section?) – with snippets of info about current activities or items of interest, linking to more details on some of the other pages

The main strands of Jazz South's programme can be divided into sections, as follows, with some of the items, such as 'Artists' requiring sub-sections. The content may be as little as a description of a Jazz South programme or the agenda for an event - or as extensive as items on each of the bands chosen for one of the Artists schemes.

'Artists'

- **Platform South** Artists from Jazz South's region (from duos to 10-piece) selected to perform on the Platform South support scheme, which would be launched with a showcase gig at a festival and then each band would play a series of self-sourced bookings with further financial and mentoring support..
- **Jazz South Introduces** will provide emerging jazz artists (16-25 years old) with their first high-profile performance, showcasing the region's best new talent.
- **Jazz South Professional Residencies** Two 5-day residencies at TS for some of the region's professional jazz artists. Practice sharing and mentoring with leading UK and international artists culminating in an informal performance on the final day.
- **Jazz South Artist Ambassadors** High profile established artists from the region will be invited to become Jazz South Artist Ambassadors. They will be among artists chosen to lead residencies, masterclasses and mentoring and also invited to attend and/or contribute as speakers or advisors to the various Jazz South conferences and meetings.
- **Jazz South Co-commissions** Jazz South as co-commissioning partner to regional promoters commissioning a regional artist(s) and presenting the finished work. Performances promoted by the co-commissioner will be filmed and recorded by Jazz South and posted online on Jazz South digital platforms

'Promoters'

- **Jazz South Promoter Events** Support and networking events for promoters of any levels - 6 events, 2 per year, one in each of the sub-regions.
- **Promoters lists** – TBC – It is not yet decided whether the website will carry a list of promoters in the region. If it does, then this would be a simple list, with images and weblinks to each, not a database.

'Education'

- **Jazz South Masterclasses** Emerging artists and gifted and talented children and young people given the opportunity to participate in masterclasses led by artists from the region, UK and abroad and hosted by Jazz South's local delivery partners.
- **Jazz South Education Events** (2 network events in Year 1, (one each in SW and SE sub-regions). Events will bring together music hub personnel, Youth Jazz Orchestra leaders, and specialist music education organisations to consider opportunities and challenges in jazz education and the potential for significant step change via collaboration and Jazz South initiatives.

- **Jazz South Education Conference** Organised in Year 2 in a single location for the entire regional sector and for all involved in jazz education.

'Events'

- **Jazz South Annual Events** An annual Jazz South legacy-building event hosted in regional venues and open to all members of the sector, e.g. artists, promoters, agents, educators, encompassing practice sharing, knowledge building and opportunities for generating inspiration and aspiration.

Map

As part of the branding and specified in the Design brief, Jazz South will require a map or similar graphic image which identifies the geographical area covered by the project. It is not envisaged that this should be interactive on the website.

Hosting, security and support

It is still to be decided where the site will be hosted – whether independently or on the University of Southampton server. If the latter, the developer would be required to liaise with the University's i-solutions department.

The developer will be required to provide assurance as to the security of the site and a proposal for future support and maintenance in the event of hacking or malfunctioning.

Developers - experience and skills

In response to the information in this brief tenders are invited from developers who can demonstrate the following:

- Proven experience in practical website design for multiple uses
- Knowledge of and experience in designing sites that are simple to manage, with appropriate templates and instructions for use
- Excellent communication skills
- An understanding of the Jazz South project and the requirements of this brief

Reporting and liaison

The developer will liaise regularly to discuss and refine plans and designs with the Turner Sims Concert Hall Manager (Turner Sims' strategic lead for Jazz South) and the Jazz South Manager and possibly with other advisers with appropriate experience from one of Jazz South's regional advisory groups (SRAPs).

Timescale

The design project will be delivered over a period from appointment in September to end November 2018.

Budget

The guide price for the entire project inclusive of VAT and all other expenses to be incurred by the designer is a maximum of £5,000. This is not a fixed price and selection of developers will take into account competitive pricing in relation to value for money.

Tender submission

Developers should submit a written proposal by email to Jazz South's Set-Up Manager Nod Knowles at r.knowles@soton.ac.uk - to arrive no later than 12.00 midday on Friday 21 September.

Proposals should include the following:

- The experience, skills and qualifications which match the developer to this brief
- CVs of personnel who will undertake the work and their roles in the work
- The proposed methodology and approach to the work
- Evidence of relevant previous website development projects
- Any overall comments on the brief
- A budget for the work in all its stages, including indications of number of days to be worked and associated costs
- An outline timetable for the work
- The names and contact details of two relevant referees from recent projects.

As noted, joint tender proposals that address both the Design and Website briefs can be considered.

Selection

Shortlisting will take place as soon as possible after the closing date and interviews for the shortlisted consultancies will be held in Southampton during week beginning 24 September.

Selection of the developer to be contracted for this work will be based on an assessment of:

- The quality and scope of the proposal
- The experience and skill of the developer
- The value for money of the proposal and budget.